

## DEFINITIVE COURSE RECORD

Course Title	<b>BA (Hons) Marketing</b>
Awarding Bodies	<b>University of Suffolk</b>
Level of Award <sup>1</sup>	<b>FHEQ Level 6</b>
Professional, Statutory and Regulatory Bodies Recognition	<b>None</b>
Credit Structure <sup>2</sup>	<b>360 Credits Level 4: 120 Credits Level 5: 120 Credits Level 6: 120 Credits</b>
Mode of Attendance	<b>Full-time and part-time</b>
Standard Length of Course <sup>3</sup>	<b>3 years full-time</b>
Intended Award	<b>BA (Hons) Marketing</b>
Named Exit Awards	<b>DipHE Marketing</b>
Entry Requirements <sup>4</sup>	<b>Candidates should normally hold Maths and English GCSE Grade C or equivalent. In addition, a minimum of 112 UCAS points at A Level or equivalent is normally required.</b>
Delivering Institution(s)	<b>Ipswich</b>
UCAS Code	<b>N500</b>

This definitive record sets out the essential features and characteristics of the BA (Hons) Marketing course. The information provided is accurate for students entering level 4 in the 2019-20 academic year<sup>5</sup>.

### Course Summary

Most conventional Marketing programmes would generally commence with the observation that the heart of contemporary business success lies in marketing. We agree. Marketing is essential to business operations, achieved through strategic analysis, implementation and control. Marketing is largely responsible for delivering core corporate objectives by offering value and high quality experiences to customers, helping to sustain competitive advantage and develop an organisation's reputation in the long term

Yet the rules of business and indeed the rules of business communication and social engagement more generally have been challenged and changed by recent and rapid developments in IT and digital communications technologies. Recognising this, the BA (hons) marketing programme which is introduced here has been designed to embed an appreciation of the tools, processes and theories of marketing within an intellectual and practical framework which recognises the extent to which modern marketing strategies and practices build and

<sup>1</sup> For an explanation of the levels of higher education study, see the [QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies \(2014\)](#)

<sup>2</sup> All academic credit awarded as a result of study at the University adheres to the [Higher education credit framework for England](#).

<sup>3</sup> Where the course is delivered both full-time and part-time, the standard length of course is provided for the full-time mode of attendance only. The length of the part-time course is variable and dependent upon the intensity of study. Further information about mode of study and maximum registration periods can be found in the [Framework and Regulations for Undergraduate Awards](#).

<sup>4</sup> Details of standard entry requirements can be found in the [Admissions Policy](#)

<sup>5</sup> The University reserves the right to make changes to course content, structure, teaching and assessment as outlined in the [Admissions Policy](#).

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depend upon 'data'. Hence our programme combines marketing modules with modules which explore and examine IT and digital and communications technologies. The degree in Marketing aims to develop skills and knowledge of the key strategic and operational aspects of marketing taking proper account of a) the salience of 'big data b) the intermediary power of information technologies and social media while c) promoting an appreciation of aesthetics and visual language.

### **Course Aims**

- To provide students with a systematic understanding of key aspects of marketing through a coherent and integrated programme of study;
- To develop conceptual understanding that enables students to: devise and sustain arguments; use established techniques of analysis to solve problems; and describe and comment on current research in marketing;
- To prepare students for a career in marketing by developing personal and professional skills that will support communication, group interaction, information finding, analysis and problem solving during your period of study consistent with the development of 'career-ready graduates';
- To provide students with a valuable and positive learning experience in your academic studies;
- To provide students with the knowledge to interpret marketing data, and generate practical intuitions to manage industrial and commercial sectors which compose the global market.

### **Course Learning Outcomes**

The following statements define what students graduating from the BA (Hons) Marketing course will have been judged to have demonstrated in order to achieve the award. These statements, known as learning outcomes, have been formally approved as aligned with the generic qualification descriptor for level 6 awards as set out by the UK Quality Assurance Agency (QAA)<sup>6</sup>.

- Demonstrate a systematic understanding of key aspects of Marketing, including acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of a discipline;
- Appreciate the uncertainty, ambiguity and limits of knowledge;
- Deploy accurately established techniques of analysis and enquiry within the discipline;
- Critically evaluate arguments, assumptions, abstract concepts and data, to make judgements, and to frame appropriate questions to achieve a solution, or to identify a range of solutions to a problem;
- Devise and sustain arguments and/or to solve problems using ideas and techniques, some of which are at the forefront of the discipline;
- Describe and comment upon particular aspects of current research in the discipline;
- Manage their own learning, and make use of scholarly reviews and primary sources;

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<sup>6</sup> As set out in the [QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies \(2014\)](#)

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- Apply the methods and techniques that they have learned to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects;
- Effectively communicate information, ideas, problems and solutions to both specialist and non-specialist audiences;
- Demonstrate the possession of qualities and transferable skills necessary for employment requiring the exercise of initiative and personal responsibility; decision-making in complex and unpredictable contexts; the learning ability needed to undertake appropriate further training of a professional or equivalent nature.

### Course Design

The design of this course has been guided by the following QAA Benchmarks:

- Business and Management (2015)

### Course Structure

The BA (Hons) Marketing comprises modules at levels 4, 5 and 6.

Module Specifications for each of these modules is included within the course handbook, available to students on-line at the beginning of each academic year.

	Module	Credits	Module Type <sup>7</sup>
Level 4			
	Accounting for Business	20	R
	Business Economics	20	R
	Management and Managing: An Introduction	20	R
	Introduction to Programming	20	M
	Business Law	20	R
	Introduction to Marketing	20	M
Level 5			
	Topics in Business Research	20	M
	Business Ethics	20	R
	Introduction to Relational Databases	20	R
	Design Principles for Marketers	20	R
	Marketing in Practice (Professional Placement)	20	R
	Consumer Behaviour and Relationship Management	20	R
Level 6			
	Strategic Marketing	20	M
	Digital Marketing	20	R
	Information Engineering	20	R
	Multimedia, Mobile and Internet	20	R
	Dissertation/Project	40	M

<sup>7</sup> Modules are designated as either mandatory (M), requisite (R) or optional (O). For definitions, see the [Framework and Regulations for Undergraduate Awards](#)

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### Awards

On successful completion of the course, students will be awarded a BA (Hons) Marketing. Students who leave the course early may be eligible for a DipHE Marketing on successful completion of 240 credits including all mandatory modules at levels 4 and 5.

### Course Delivery

The course is delivered at Ipswich. Students studying full-time on BA (Hons) Marketing are likely to have approximately 10 contact hours per week for level 4, 9 contact hours for level 5 and 6 contact hours for level 6. The contact hours will be a mix of lecture, seminar and practical activity. Students will normally be expected to undertake 30 hours of independent study in an average week, but should be prepared for this to vary based on assignment deadlines and class exercises. This will often include making use of online resources (lectures, reading and activities) that are prescribed by the tutor running the module.

### Course Assessment

A variety of assessments will be used on the course to enable students to experience and adapt to different assessment styles. The assessment methods used will be appropriate to assess each module's intended learning outcomes. Assessment on the course overall will be 100% coursework (including essays, reports, presentations, group work, reflective learning journals and research projects).

### Course Team

The academic staff delivering this course are drawn from a team that includes teaching specialists and current practitioners. All staff are qualified in their subjects with their own specialist knowledge to contribute.

### Course Costs

Students undertaking BA (Hons) Marketing will be charged tuition fees as detailed below.

Student Group	Tuition Fees
Full-time UK/EU	£9,250 per year
Part-time UK/EU	£1,454 per 20 credit module
Full-time International	£13,330 per year
Part-time International	£2,220 per 20 credit module

Tuition fees are subject to agreement by the Office for Students and we expect them to be confirmed in late autumn 2018. For more information about our tuition fees, please see our [website](#).

Payment of tuition fees is due at the time of enrolment and is managed in accordance with the Tuition Fee Policy.

There is no regular requirement for students to pay additional course fees. Where supplementary activities are offered there may be a small charge to cover their cost (for example, for transport).

### Academic Framework and Regulations

This course is delivered according to the Framework and Regulations for Undergraduate Awards and other academic policies and procedures of the University and published on the [website](#).